

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the above-identified application:

Claims 1-67 (Canceled).

Claim 68 (currently amended): A lamp, comprising:

a substrate having a plurality of channels formed therein, ~~the~~ each channel having at least a first end and a second end and configured in parallel with at least one other of the plurality of channels, each channel comprising a plurality of adjacent channel segments configured in series with one another, each channel segment having at least a first end and a second end and configured to emit light in response to an activation voltage being applied between its first and second ends; and

a plurality of activation electrodes coupled to the channel and adapted to couple to a lamp activation power supply,

wherein:

(i) each of the channel segments shares an end with another channel segment either its first end or its second end with the second end or first end, respectively, of its adjacent channel segment, to thereby form a common activation electrode area therebetween,

(ii) at least one activation electrode is coupled to each end of the channel, and

(iii) at least one activation electrode is coupled to each common electrode area[[],].

Claim 69 (previously presented): The lamp of Claim 68, wherein an activation voltage potential of equal magnitude is applied between each of the channel segment first and second ends.

Claim 70 (previously presented): The lamp of Claim 68, further comprising:

a plurality of sidewalls coupled to the substrate; and

a lid coupled to each sidewall to form an enclosure having an interior surface.

Claim 71 (previously presented): The lamp of Claim 70 further comprising:  
a reflective material applied to at least a portion of the enclosure interior surface.

Claim 72 (previously presented): The lamp of Claim 71, wherein the reflective material comprises at least one of aluminum and ceramic.

Claim 73 (previously presented): The lamp of Claim 70, further comprising:  
a fluorescent material disposed within the enclosure.

Claim 74 (previously presented): The lamp of Claim 68, wherein the channel is serpentine in shape.

Claim 75 (previously presented): The lamp of Claim 68, wherein the lamp is configured as a flat lamp.

Claim 76 (previously presented): The lamp of Claim 68, wherein at least a portion of the channel has an asymmetrical cross-section.

Claim 77 (currently amended): The lamp of Claim 68, wherein:  
~~the each~~ each channel comprises  $n$  conjoined channel segments ~~configured along  $m$  parallel~~  
paths; and  
 $n$  is greater than two; and  
 ~~$m$  is greater than one.~~

Claim 78 (canceled).

Claim 79 (currently amended): In a lamp including a substrate having a plurality of channels formed therein, ~~the each~~ each channel having at least a first end and a second end and configured in parallel with at least one other of the plurality of channels, each channel comprising a plurality of adjacent channel segments configured in series with one another, each channel segment having at least a first end and a second end and configured to emit light in response to an activation voltage

being applied between its first and second ends, a method of starting and operating a lamp, comprising the steps of:

applying an activation voltage of a magnitude between the first and second ends of each channel segment in each of the plurality of parallel-configured channels,

wherein the magnitude of the activation voltage applied between each channel segment first and second ends is substantially equal.